

LEO BURNETT U.S.A.

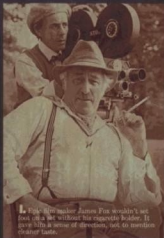
a division of Leo Burnett Worldwide, Inc.

Ad No. 119—Master Director—100's only—Reg. No. 99039—1 page—4 color photo—8 1/2 x 11 1/2 in.—National Magazine, 1974

(C)

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Parliament. The recessed filter cigarette.



1. Fox film maker James Fox wouldn't set foot on a set without his cigarette holder. It gave him a sense of direction, not to mention clearer taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's our special effect.

It works like
a cigarette
holder works.

PARLIAMENT



10mg "tar," 1.2mg nicotine
av. per cigarette, FTC Report Mar '84

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Filtered with Camembert



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